



## Our Race to Help Beneficiaries Choose and Enroll Ends Soon!

You have only a few weeks left to continue assisting and enrolling Medicare beneficiaries in a Medicare-approved drug discount card and transitional assistance credit before the end of your subcontract. Don't let your energies or activities dwindle in this last leg of our collective race. Millions of eligible beneficiaries have not been enrolled yet. Keep up the good work, don't let up and don't let them down!

Many thanks for your December mid-term reports! They are a testament to your tireless efforts. CMS, AoA and Ogilvy PR have read your experiences with great interest for the work you are doing in your communities and the implications of your experiences for upcoming initiatives around new "Part D" prescription drug benefits.

In this issue of *Covering America*, we offer some suggestions to help you to continue assisting and enrolling beneficiaries over the coming weeks!

## Suggestions for Assisting and Enrolling Beneficiaries:

- **Emphasize one-on-one or small group assistance for eligible beneficiaries in these remaining weeks.** Many of your enrollment success stories have been the direct by-product of individualized attention. By customizing your answers to individual concerns many skeptical beneficiaries may quickly see the benefits of applying for the Medicare-approved prescription drug card and transitional assistance program.
- **Equip yourself to conduct personalized follow-up.** If you are not already doing so, keep a log of participant contact information and concerns. Make it a priority to follow-up with eligible beneficiaries through telephone and personal contact. With the emphasis on enrollment in the last weeks of this initiative it should be your goal to assist and enroll as many beneficiaries as possible.
- **Be as conscientious and exact as possible in your reporting of activities.** Do all you can to take note of differences between outreach, assistance and enrollment. Understanding how the lines can often blur within these categories, it's important to understand and recognize the distinctions between them:

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**Outreach/Educate:** Consists of broad awareness-raising activities, education about new benefits (public events, media, flyers, posters, material distribution) to large groups of people;

## BI-WEEKLY REPORT UPDATE

### Numbers from Sept. 1 through Jan. 10th 2005

(Numbers in parentheses reflect totals through the end of November 2004)

Educated:  
**41,218,982** (33,706,018)

Assisted in Enrollment:  
**967,771** (866,949)

Enrolled in Drug Card:  
**57,530** (27,419)

Enrolled in Transitional Assistance:  
**22,889** (14,250)

KEEP UP THE GOOD WORK!

Remember...  
Assistance matters but,  
Enrollment counts!

does not include personalized assistance.

- **Assist in Enrollment:** Helping beneficiaries in small groups or one-on-one settings to understand options and/or receive help in filling out and filing forms (e.g., group meeting, one-on-one counseling, enrollment events)
- **Enrollment:** If you (1) help determine a person's eligibility and help them choose, complete, and/or submit an enrollment application and/or if you (2) can confirm that a person you assisted has applied for and received either/both a Medicare-approved discount card and the transitional assistance, you should count them as "enrolled" for purposes of reporting your activities.

As we reach the end of this effort, it's very important your reporting efforts are as accurate and complete as possible. If you are still unsure of your reporting please engage your Ogilvy Regional Coordinator who can help you clearly make the distinction.

Also included in this issue of *Covering America*:

- Spotlight on San Francisco Enrollment Week
- Incentive Funding Recipients
- Links to Medicare Part D Resources
- The CBO Recognition Program: Call for Nominations Reminder
- Transitional Assistance Reminder
- Facilitated Enrollment Update

Ogilvy is here to help you be successful. If you have any questions, don't hesitate to contact us at any time!

## ORGANIZATION OF THE WEEK

### Spotlight on "San Francisco Enrollment Week" San Francisco, CA

Between January 31, and February 4, 2005, CBOs in the San Francisco area including: **Self-Help for the Elderly, Bernal Heights Neighborhood Center and Network for Elders**, collaborated with other community-based organizations in a special week of activities focused on enrolling eligible beneficiaries in the Medicare-approved prescription drug card program. San Francisco Enrollment Week leveraged community ties and garnered media coverage through a press conference at City Hall, to attract the attention of beneficiaries throughout the community.

By forging partnerships, these CBOs recognized the strategic advantages of sharing resources and expertise. For example, as San Francisco is a culturally diverse metropolitan area this effort utilized multi-lingual counselors who spoke Chinese and Spanish for events in coordination with Bernal Heights Neighborhood Center and Network for Elders. By appealing to eligible beneficiaries San Francisco Enrollment Week had overall implications for promoting broad community awareness about the drug card and building lasting partnerships among the cities' community-based

## What They're Saying...

### CMS/AoA Incentive Funding Program

It is with great pleasure that CMS and AoA announce the names of those CBOs that have been awarded incentive funding due to continued outstanding work they've been doing in their communities, including their ability to meet or exceed their original performance measures as cited in their Ogilvy contracts!

- Aging Commission of the Mid-South, Memphis, TN
- Allen County Council on Aging, Lima, OH
- Area Agency on Aging of Southwestern Illinois, Belleville, IL
- Area Agency on Aging, 10B, Uniontown, OH
- Area 1 Agency on Aging, Eureka, CA

organizations serving the elderly and disabled populations.

In addition to the goal of educating, assisting and enrolling beneficiaries, "the goal of San Francisco Enrollment Week was to forge partnerships on both sides of the San Francisco Bay among community-based organizations," said Laura Ware of the Senior Action Network. "Our intent was also to coordinate our efforts to take into account economies of scale, resources and target audiences each CBO serves." Although numbers are still being tallied, it is expected that thousands of Medicare beneficiaries were touched by this effort through a combination of enrollment activities as well as use of earned media, which included coverage by the local FOX affiliate, *The San Francisco Examiner* ([click link to read article](#)), as well as Chinese and Spanish language press. The local NBC affiliate did an interview well.

Want your organization to be featured in our next issue?  
**SHARE YOUR SUCCESS WITH US** ►

## CAMPAIGN RESOURCES

### Medicare Part D Information

On January 21, 2005, CMS issued final regulations implementing a new prescription drug benefit that will help people with Medicare pay for the drugs they need. This benefit, known as "Medicare Part D," begins on January 1, 2006 and allows all Medicare beneficiaries to sign up for drug coverage through a prescription drug plan or Medicare health plan. To learn more about the final regulations or to get more information about Medicare Part D benefits please visit <http://www.cms.hhs.gov/medicarereform/pdbma/>.

To read the press release issued by the U.S. Department of Health and Human Services about the final regulations please visit <http://www.hhs.gov/news/press/2005pres/20050121.html>.

### Additional Items of Interest

#### *CBO Recognition Program*

Send your CBO Recognition Program nominations to your Ogilvy Regional Coordinator as soon as possible! Remember, this program is to recognize organizations that have demonstrated excellence in increasing, meeting or surpassing enrollment numbers through exceptional personal performance, innovative programming and successful partnerships.

#### *Transitional Assistance Reminder*

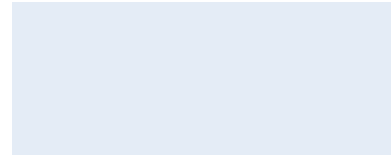
Just a reminder that those beneficiaries who qualify for the \$600 transitional assistance credit in 2005 need to enroll by March 31, 2005 to receive the full \$600 credit for 2005. The quicker they secure and use their credit, the sooner they can access the added wrap-around benefits for which they may qualify.

Currently offered by eight pharmaceutical companies, wrap-around benefits provide low-income beneficiaries with additional coverage, which will go into effect once a beneficiary's \$600 transitional assistance credit runs out. There is no separate application needed to receive wrap-around coverage. Card sponsors automatically sign up beneficiaries who are enrolled in their card if they qualify.

- Atlanta Regional Commission, Area Agency on Aging, Atlanta, GA
- Chicago Department of Health, Office of Health Care Access, Chicago, IL
- Clackamas County Social Services Coalition, Oregon City, OR
- Council on Aging Silicon Valley, San Jose, CA
- Foundation for Senior Living, Phoenix, AZ
- Generations On Line, Philadelphia, PA
- Heritage Area Agency on Aging, Cedar Rapids, IA
- Kauai Economic Opportunity, Inc., Kauai, HI
- Open Door/BMH Health Center, Muncie, IN
- Salt Lake County Aging Services, Salt Lake City, UT
- SHIELD, Memphis, TN
- Southwest Area Agency on Aging, Southwest Regional Development Corp., Slayton, MN
- Southwestern Oregon Community College (COOS / RSVP), Coos Bay, OR
- St. Anthony Hospitals Rx Assist, Denver, CO
- Sutter Lakeside Hospital, Lakeport, CA
- Valley Baptist Health System, Harlingen, TX

**FOR MORE TOOLS AND RESOURCES ►**

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